

THE GOVERNOR'S AWARD FOR TRADE EXCELLENCE

STATE OF TENNESSEE



Applications are now being accepted for the 2015 Governor's Award for Trade Excellence in Tennessee.

The GATE awards spotlight Tennessee companies that have demonstrated a commitment to expanding Tennessee's role in global markets and to celebrate their export success. Applications will be accepted in three categories: **large companies** (500 employees and over); **medium companies** (over 100 employees) and **small companies** (100 or fewer employees). All companies registered as businesses in the state of Tennessee are eligible to apply.

The objectives of the award program are:

- To identify successful Tennessee exporters.
- To promote successful Tennessee exporters as role models to the business community in order to encourage greater participation in the global marketplace.
- To build relationships with foreign markets and awareness of the impact of exports on Tennessee's economy.

Recipients of the award will be selected by the Tennessee Department of Economic and Community Development based on the thorough completion of the company's application. Companies may nominate themselves or may be nominated by a trade association, customer or person familiar with the company's efforts. Final selection will be made by the Commissioner of Economic and Community Development. Awards will be presented to the winning recipients at the annual Governor's Conference on Economic and Community Development in Nashville on October 13-14, 2015.

The state of Tennessee seeks to recognize Tennessee companies making a significant contribution to or realizing significant success in international business, especially in the areas of manufacturing, agribusiness and services.

ELIGIBILITY

- 1) Any company duly registered with the Tennessee Secretary of State as a business operating in good standing under the laws of the state of Tennessee is eligible to apply or be nominated for the award.
- 2) The company must have been a Tennessee registered company for **at least three years**.
- 3) The company must have been engaged in export activities for **at least 12 months prior** to the application deadline.
- 4) Winners must agree to be photographed during the acceptance of the award and allow the state of Tennessee to use the photographs in promotional material. Winners must allow media coverage of the award presentation (however, proprietary information may be withheld according to the company's wishes).

CRITERIA

Applicants are encouraged to present qualitative and quantitative data on their export success, including:

- Dollar value of total sales and dollar value of export sales from Tennessee in each of the last four years (complete fiscal or calendar years), including ratio of exports to gross sales.
- Percentage growth in export sales in each of the last four years (complete fiscal or calendar years).
- Total number of employees in Tennessee currently.
- Strategies by which the company overcame specific challenges to exporting.
- Evidence of a company-wide, long term commitment to export growth.
- Media coverage of companies' export efforts.

APPLICATION PROCESS

- Deadline for applications is Friday September 11, 2015.
- Applications may be downloaded from the Governor's Conference website at govcon.tnecd.com.
- All application data is considered proprietary to the company.
- Applications must be submitted online at tn.gov/ecd/GATE or by email to alexandra.payne@tn.gov.

JUDGING

Applications will be screened by a committee consisting of employees of the Tennessee Department of Economic and Community Development and the U.S. Department of Commerce Export Assistance Center. Final recommendations will be made to the Commissioner of Economic and Community Development and the Office of the Governor. Awards will be presented at the Governor's Conference on Economic and Community Development at the Renaissance Hotel in Nashville, Tennessee.

2015 Governor's Award for Trade Excellence Application

1. Nominated company information

Company name: _____

Contact person: _____

Title: _____

Address: _____

City: _____

State: _____ Zip Code: _____

E-mail address: _____

Phone: _____ Fax : _____

Website: _____

Number of employees: _____ Year co. established _____

2. Category (please check one).

Large business (over 500 employees) _____

Medium business (over 100 employees) _____

Small business (100 or fewer employees) _____

3. Please list your company's annual average employment in each of the past three years:

_____ 2015

_____ 2014

_____ 2013

4. Please describe your product or service (maximum 100 words)

5. Which of the following best describes your company's international business relationships? (check all applicable categories)

- ☐ Direct export
- ☐ Foreign distributors/agents
- ☐ Joint ventures
- ☐ Manufacturer's rep in foreign country
- ☐ International branch
- ☐ International subsidiary
- ☐ Import
- ☐ Other (please describe)

6. What percent of your total annual sales are/were export sales in the following years?

- ☐ 2015
- ☐ 2014
- ☐ 2013

7. What was the total dollar volume of exports from your company during the most recent 12 months for which information is available?

8. Over the last three years, which statement best describes your firm's export sales? (check one)

- ☐ Roughly equal growth in domestic and foreign sales.
- ☐ Foreign sales growth exceeded domestic sales growth.
- ☐ Domestic sales growth exceeded foreign sales growth.
- ☐ Company does not sell products or services domestically.

9. Has your company participated in a TNTrade program over the past 2 years? If so, please check the appropriate selection:

- ☐ MAP
- ☐ TNTrade Medical Device Trade Mission, April 2012
- ☐ TNTrade Automotive Trade Mission, July 2012
- ☐ TN Export Assistance Offices
- ☐ TNTrade Academy
- ☐ ExporTech

(If applicable) How many new employees have you hired since your participation in the TNTrade program above?

(If applicable) How has your participation in the above TNTrade activity affected your annual sales?

2015 Application

10. Please describe how your company has demonstrated a commitment to exporting? (for example, foreign trade show participation, travel to foreign markets, developed sales, promotion materials in foreign language, conducted export training for staff, etc).

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11. Please describe your best 2015 international business success story. Explain how your firm overcame challenges or obstacles to win the business?